USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14. (prices in dollars per carton)

Fri. Mar 08, 2013

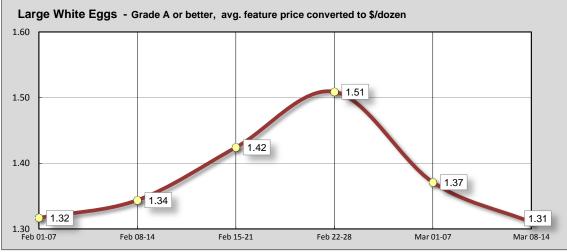
| | SHELL EGG NATIONAL SUMMARY | | | | | | | | | | | | | | |
|--------|----------------------------|------------------------|------|--------|------|---------|-----------|-----------|------|------------------------|------|--------|------|--|--|
| | | | THIS | WEEK | | | PREVIO | JS WEEK | (| PREVIOUS YEAR | | | | | |
| | Feature Rate | 30.2% of 23,200 stores | | | | | .9% of 23 | 3,200 sto | res | 27.2% of 22,500 stores | | | | | |
| | | X LARGE | | LARGE | | X LARGE | | LARGE | | X LARGE | | LAR | RGE | | |
| | | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | Stores | Avg | | |
| R | USDA GRADE AA | | | | | | | | | | | | | | |
| E | White 12 pack | | | 230 | 1.00 | 80 | 1.67 | 120 | 1.53 | 60 | 1.80 | 720 | 1.04 | | |
| G | White 18 pack | | | 430 | 2.45 | 30 | 2.25 | 470 | 2.47 | 20 | 1.79 | 100 | 1.80 | | |
| Ü | Brown 12 pack | | | | | | | | | | | | | | |
| ī | USDA GRADE A | | | | | | | | | | | | | | |
| Ā | White 12 pack | 60 | 1.49 | 580 | 1.18 | 140 | 1.34 | 870 | 1.18 | 210 | 1.44 | 1,540 | 1.22 | | |
| R | White 18 pack | | | 530 | 1.99 | | | 600 | 2.10 | | | 300 | 1.81 | | |
| ••• | Brown 12 pack | | | 20 | 2.25 | | | 40 | 2.11 | | | 30 | 1.99 | | |
| | USDA ORGANIC | | | | | | | | | | | | | | |
| _ | White 12 pack | 120 | 3.99 | | | | | | | | | | | | |
| S | Brown 12 pack | 30 | 4.19 | 540 | 4.54 | 160 | 4.21 | 630 | 4.54 | 180 | 4.49 | 650 | 4.29 | | |
| P E | OMEGA-3 | | | | | | | | | | | | | | |
| C | White 12 pack | 180 | 2.03 | 1,450 | 2.30 | 10 | 2.50 | 380 | 2.59 | 230 | 2.44 | 1,120 | 2.58 | | |
| ï | Brown 12 pack | | | 150 | 2.37 | | | 130 | 2.99 | | | 180 | 2.99 | | |
| A | CAGE-FREE | | | | | | | | | | | | | | |
| î | White 12 pack | | | 100 | 2.99 | | | 560 | 2.76 | | | 280 | 2.64 | | |
| T | Brown 12 pack | | | 1,340 | 1.67 | | | 710 | 2.91 | | | 390 | 2.84 | | |
| Y | VEGETARIAN FED | | | | | | | | | | | | | | |
| | White 12 pack | | | | | 130 | 2.49 | 130 | 2.49 | | | 320 | 2.38 | | |
| | Brown 12 pack | | | 1,190 | 2.31 | 10 | 2.50 | 260 | 2.54 | 30 | 2.50 | 200 | 2.92 | | |
| | | | | | | • | | • | | • | | • | | | |

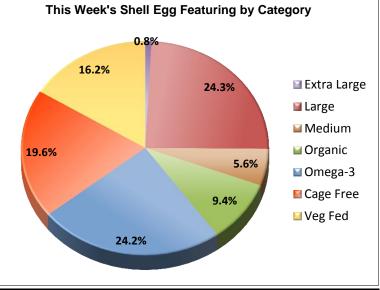
| Activity Summary | THIS WEEK | LAST WEEK | YEAR AGO | INVENTORY 5/ | | |
|---------------------|-----------|-----------|----------|---------------|--|--|
| Regular | 1,850 | 2,350 | 2,980 | Large Eggs on | | |
| Specialty | 5,100 | 3,110 | 3,580 | Mar-04-2013 | | |
| Total (includes MD) | 7,360 | 5,920 | 6,890 | 568.1 | | |
| Special Rate 4/: | 7.1% | 0.8% | 10.0% | up 2.2% | | |

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Regular shell egg feature activity is lower than the previous week. Consumers will find extra savings when shopping this week as the average price of Large white eggs, Grade A or better, offered declines and the frequency of "no price" incentives is sharply higher. Medium sized eggs are popular in many areas at attractive price levels. Specialty shell egg promotional activity is higher. Retailers are providing consumers with a variety of choices as all types are actively featured. Liquid egg featuring is slightly less than a week ago.





All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

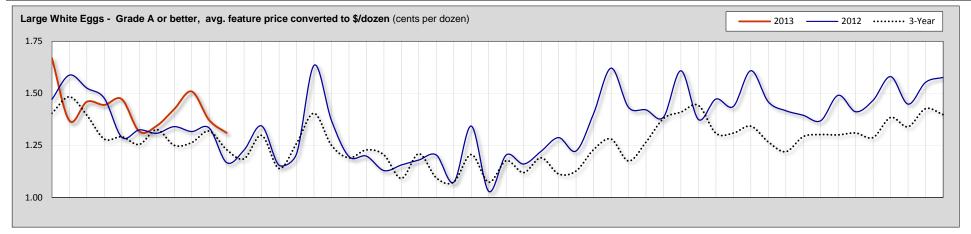
| | | | (CT | | _ | E AST U.S ,NH,NJ,NY | | I,VT) | | (| SOUTHE AL,FL,GA,MS,N | AST U.S. C,SC,TN,VA,V | /V) | MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI) | | | | | | | |
|-----|--------------------------------|---|----------------|--------------|----------|-------------------------------|--------|-------------|--------|--------------|---------------------------------------|--------------------------|---------------|---|--|----------------------|---------------|----------------|--|--|--|
| | Fea Acti | ture Rate ¹⁷ vity Index ²⁷ | | vity Inde | x = 2,87 | sampled o '0 (include | s Med | dium) | | Activ | 36.7% of 6,100 s rity Index = 2,74 | 0 (includes M | edium) | 25.3% of 4,200 sampled outlets Activity Index = 500 (includes Medium) | | | | | | | |
| | (| CLASS | EXTRA | LARGE | | | | EXTRA LARGE | | LARGE | | | A LARGE | LARGE | | | | | | | |
| _ | White 12 pack | | Price Range | Stores | Avg 3/ | Price R | ange | Stores | Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | 0.98 - 1.29 | Stores 100 | Avg 3/ 1.02 | | | |
| | DA | White 18 pack | | | | | | | | | | | | | | 0.90 - 1.29 | 100 | 1.02 | | | |
| | ADE | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| F | \A | MEDIUM | | White 1 | 2 pack | | | | | | White 12 pack | | | | White 12 pack | | | | | | |
| | | White 12 pack | | | · | 0.97 - | 1.99 | 110 | 1.71 | | | 1.00 - 1.25 | 120 1.10 | 0.99 - 1.29 | 50 1.19 | 0.88 - 1.33 | 210 | 1.00 | | | |
| US | DA | White 18 pack | | | | 1.99 - | 2.00 | 400 | 1.99 | | | 1.99 | 120 1.99 | | | | | | | | |
| GR | ADE | Brown 12 pack | | | | | | | | | | | | | | 2.50 | 10 | 2.50 | | | |
| | A | MEDIUM | | White 1 | | | 0.88 | 60 | 0.88 | | White 12 pack | 0.99 - 1.00 | 90 1.00 | | White 12 pack | | | | | | |
| | | | | White 3 | 0 pack | | | | | | White 30 pack | | | | White 30 pack | | | | | | |
| | USDA | ORGANIC | | | | | | | | | | | | | | | | | | | |
| s | | White 12 pack | 3.99 | 120 | | | | | | | | | | | | | | | | | |
| P | | Brown 12 pack | 3.99 - 5.00 | 30 | 4.19 | 3.99 - | 6.00 | 380 | 4.59 | | | 4.59 | 90 4.59 | | | 3.98 - 4.59 | 40 | 4.32 | | | |
| E | OME | | 4 00 0 40 | 470 | 0.00 | 4.00 | | 000 | 0.05 | 0.00 | 40000 | 0.00 | 4.050 0.00 | | | 4.07 0.50 | 00 | 0.00 | | | |
| С | | White 12 pack | 1.99 - 2.49 | 170 | 2.00 | 1.99 <i>-</i> 2.50 <i>-</i> | 2.69 | | 2.35 | 2.39 | 10 2.39 | 2.29 - 2.50 | 1,050 2.29 | | | 1.97 - 2.50 | 80 | 2.26 | | | |
| 1 - | Brown 12 pac | | | | | 2.50 - | 2.99 | 70 | 2.00 | | | | | | | | | | | | |
| Α | CAGI | White 12 pack | | | | | 2.99 | 90 | 2.99 | | | | | | | | | | | | |
| 니 | | Brown 12 pack | | | | 1.49 - | | | | | | 2.99 - 3.00 | 210 3.00 | | | 2.50 | 10 | 2.50 | | | |
| T | VEGETARIAN FED | | | | | | 00 | 1,100 | | | | 2.00 | 2.0 0.00 | | | 2.00 | | | | | |
| Y | | White 12 pack | | | | | | | | | | | | | | | | | | | |
| | | Brown 12 pack | | | | 2.00 - | 2.50 | 80 | 2.06 | | | 2.29 - 2.50 | 1,050 2.29 | | | | | | | | |
| | | | | SOU | JTH CE | NTRAL (| J.S | | | | SOUTHV | /EST U.S. | | | NORTH | WEST U.S. | | | | | |
| | | | (A | R,AZ,CC | ,KS,LA | ,MO,NM,O | K,TX, | UT) | | | (CA,F | II, NV) | | | (AK,ID,MT,OR,WA,WY) | | | | | | |
| - | | ture Rate 1/ | | 20.0% o | f 4,200 | sampled o | utlets | 3 | | | 16.6% of 2,900 | sampled outle | s | | 9.9% of 1,200 | ,200 sampled outlets | | | | | |
| | Acti | vity Index 2/ | Activ | vity Inde | x = 1,05 | include (include | s Med | dium) | | Act | ivity Index = 70 | (includes Med | lium) | Α | Activity Index = 130 (includes Medium) | | | | | | |
| US | DA | White 12 pack | | | | 0.98 - | | 120 | | | | | | | | 0.98 | 10 | 0.98 | | | |
| | ADE | White 18 pack | | | | 2.49 - | 2.50 | 390 | 2.49 | | | | | | | 1.99 | 40 | 1.99 | | | |
| | A | Brown 12 pack | | | | | | | | | | | | | | | | | | | |
| | | MEDIUM | | White 1 | 2 pack | | 0.99 | 100 | 0.89 | | White 12 pack | 0.99 - 1.19 | | | White 12 pack | 1.00 | 10 | 1.00 | | | |
| 116 | ъ. | White 12 pack | | | | 0.88 - | | 130 | 1.07 | 3.00 | 10 3.00 | 1.25 | 10 1.25 | | | | | | | | |
| | DA ADE | White 18 pack Brown 12 pack | | | | | 1.99 | 10 | 1.99 | | | 1.99 | 10 1.99 | | | | | | | | |
| | A | • | | White 1 | 2 nack | | | | | | White 12 pack | 1.53 | 10 1.99 | | White 12 pack | | | | | | |
| | | MEDIUM | | White 3 | | | 2.99 | 120 | 2.99 | | White 30 pack | | | | White 30 pack | | | | | | |
| | USD/ | ORGANIC | | ************ | o paon | | | | 2.00 | | TTIME OF PAGE | | | | TTIME OF PAGE | | | | | | |
| _ | | White 12 pack | | | | | | | | | | | | | | | | | | | |
| S | | Brown 12 pack | | | | 3.89 - | 4.59 | 20 | 4.34 | | | | | | | 3.49 | 10 | 3.49 | | | |
| • | OME | GA-3 | | | | | | | | | | | | | | | | | | | |
| E | White 12 pack Brown 12 pack | | | | | | 2.29 | | 2.29 | | | 2.49 | 10 2.49 | | | | | | | | |
| 1 | | | | | | | 1.99 | 80 | 1.99 | | | | | | | | | | | | |
| A | CAG | E-FREE | | | | | | | | | | | | | | | | | | | |
| L | | White 12 pack | | | | | | | | | | | | | | 2.99 | 10 | 2.99 | | | |
| T | /F.O.F | Brown 12 pack | | | | | | | | | | | | | | 2.99 | 20 | 2.99 | | | |
| Y | vEGE | TARIAN FED | | | | | | | | | | | | | | | | | | | |
| | | White 12 pack Brown 12 pack | | | | | 2.49 | 30 | 2.49 | | | | | | | 3.49 | 30 | 3.49 | | | |
| | | USDA Agricultur | al Markatina (| Comico | Liveste | | | | | 40 (E4E) 204 | 4474 http://s | nunu ama uada | aculAMCu4 O/I | PSMarketNew | o Do as | 3.49 | 30 | 2 of 3 | | | |

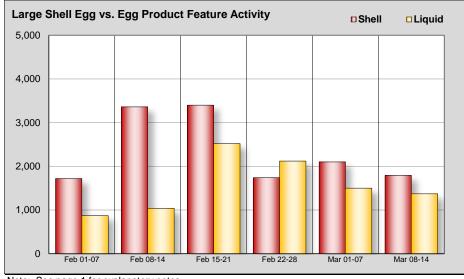
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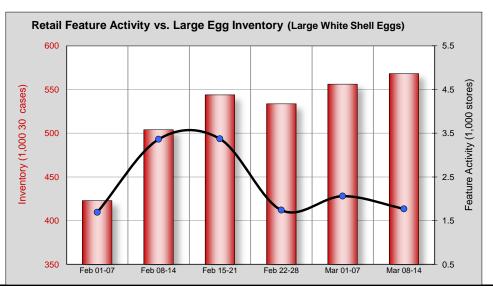
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/08 thru 03/14.

(prices in dollars per carton)

| EGG | THIS | THIS LAST LAST | | NORTHEAST | | SOUTHEAST | | MIDWEST | | SOUTH CENTRAL | | SOUTHWEST | | | NORTHWEST | |
|-------------------|---------------|----------------|---------------|---------------------------|----------|-----------------------|---------------|-----------------------|---------------|-----------------------|---------------|-----------------------|-------|-----------------------|-------------|---------------|
| PRODUCTS | WEEK | WEEK | YEAR | NORTHLAST | | JOUTHLAST | | MIDVEST | | SOUTH CENTRAL | | 300111WL31 | | | NORTHWEST | |
| 1/ Feature Rate | 5.7% | 4.4% | 2.6% | 19.8% of 4,600 sampled | | 4.5% of 6,100 sampled | | 0.8% of 4,200 sampled | | 1.4% of 4,200 sampled | | 0.5% of 2,900 sampled | | 2.2% of 1,200 sampled | | |
| 2/ Activity Index | 1,370 | 1,500 | 630 | Activity Index = 920 | | Activity Index = 260 | | Activity Index = 70 | | Activity Index = 60 | | Activity Index = 10 | | Activity Index = 50 | | |
| | Stores Avg 3/ | Stores Avg 3/ | Stores Avg 3/ | Price Range Stores Avg 3/ | | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price Range | Stores Avg 3/ | Price F | Range | Stores Avg 3/ | Price Range | Stores Avg 3/ |
| 14-16 oz. crtn | 1,280 2.52 | 1,210 2.51 | 430 2.84 | 1.99 - 3.49 | 890 2.69 | 1.88 - 2.99 | 260 2.07 | 1.99 - 2.59 | 30 2.38 | 2.00 - 2.39 | 60 2.04 | 2.49 - | 2.99 | 10 2.70 | 2.50 - 2.99 | 30 2.61 |
| 32 oz. crtn | 70 4.05 | 40 4.48 | 200 4.49 | 3.99 | 30 3.99 | | | 4.69 | 20 4.69 | | | | | | 3.49 | 20 3.49 |
| 3 - 4 oz. cup | 20 2.00 | 250 2.49 | | | | | | 2.00 | 20 2.00 | | | | | | | |
| 2 - 8 oz. cup | | | | | | | | | | | | | | | | |







Note: See page 1 for explanatory notes.